RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #026300
Mr. M. Auer
AUER & COMPANY

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear Mike:

Attached are July orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with ***July*** *Salem Tear Tape product.* These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you **$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per SKU:	**40 units**
Billing per SKU:	**4 Cartons**

PARTNERS 'BONUS' REPORTING DESCRIPTION	SAL_98_.30/_1PK_

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. Schwalm
Enc. Retailer Letter
Retail Customer List

3QTRSAL.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/fbfn0000

AUER & COMPANY

JULY DELIVERY
SALEM TEAR TAPE

UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED

46 SKUs of Displays (Item #541964)

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	2
12300-24195	*Full Flavor 100*	2
12300-24196	*Light*	2
12300-24197	*Light 100*	2

PRODUCT / DISPLAYS ARRIVAL: JUNE 29, 1998

SHIP DATE TO RETAIL: WEEK OF: JULY 13, 1998

EFT $ AMOUNT: $2,596.88

PACKING / SHIPPING PAYMENT $56.00
(8 (6M) promoted case(s) @ $7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/fbfn0000

UER / SIS #026300

ULY: SALEM TEAR TAPE: PROMOTION #800438 (#807)

ERR	ACCT	NAME	ADDRESS	CITY	STATE	# CARTONS SALEM BRAND STYLES M85	M100	LT M85	LT M100	TOTALS	CHAIN-I	SUPPLIER #
162202	75887	HANNIBAL QUICK MART	971 CAYUGA STREET	HANNIBAL	NY	1	1	1	1	4		
162202	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	2	2	2	2	8	1441-000	
162202	172431	MIRABITOS MID. #668F	524 CAYUGA ST	FULTON	NY	2	2	2	2	8		
162202	172457	ELLSWORTH'S SUP DUPR	60 STATE ST	PHOENIX	NY	1	1	1	1	4		
162202	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	1	1	1	1	4		941278
162202	172849	CASEYS GROCERY	129 OSBORNE ST	AUBURN	NY	1	1	1	1	4		
162202	269069	TOPPINGS RED & WHITE	6811 MAIN STREET	RED CREEK	NY	1	1	1	1	4		
162202	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	1	1	1	1	4	1441-000	
162202	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 57	FULTON	NY	2	2	2	2	8		
162202	598682	OSTRANDERS VILL MART	3202 US ROUTE 11	MAPLE VIEW	NY	1	1	1	1	4		
162202	615905	SUPER VALUE CTR	RTE. 48	FULTON	NY	1	1	1	1	4		
162202	654160	HANNIBAL VILLAGE MKT	409 FULTON ST	HANNIBAL	NY	1	1	1	1	4		
162202	696065	CICERO GAS & GROCERY	6190 S BAY RD	CICERO	NY	1	1	1	1	4		
162202	712143	KTM MINI MART	2203 COUNTY ROUTE 1	OSWEGO	NY	1	1	1	1	4		
162202	762965	D & L TRUCK STOP	76 OWASCO ST	AUBURN	NY	1	1	1	1	4		
162202	794177	EXPRESS MART #525	1387 E GENESEE STREET	SKANEATELES	NY	1	1	1	1	4		
162205	172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	1	1	1	1	4		
162205	173058	SOUTHWOOD SUPERETTE	5190 E SENECA TNPK	JAMESVILLE	NY	1	1	1	1	4		
162205	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	1	1	1	1	4		
162205	308693	MIKE'S MARKET	423 E DIVISION ST	SYRACUSE	NY	1	1	1	1	4		
162205	348735	PARK MEAT & GROCERY	900 PARK AVE	SYRACUSE	NY	1	1	1	1	4		
162205	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	1	1	1	1	4		
162205	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	1	1	1	1	4		
162205	561366	ABBOTT'S BIG "M"	4916 GROLIER RD	SYRACUSE	NY	1	1	1	1	4		
162205	590609	SEA-J'S APLUS #4063F	1701 ERIE BLVD E	SYRACUSE	NY	1	1	1	1	4	0362-010	
162205	632266	BEST MARKET	526 E. WILLOW STREET	SYRACUSE	NY	1	1	1	1	4		
162205	632844	C F M #33-069-F	701 S CROUSE AVE	SYRACUSE	NY	1	1	1	1	4		
162205	639477	COURTHOUSE NEWS&DELI	400 MONTGOMERY	SYRACUSE	NY	1	1	1	1	4		
162205	649994	DAVISON'S GROCERY	1219 MILTON AVE	SYRACUSE	NY	2	2	2	2	8		
162205	651729	ADELPHIA CONV & DELI	215 S SALINA ST.	SYRACUSE	NY	2	2	2	2	8		
162205	680984	SABAS FOOD MKT	405 POND ST	SYRACUSE	NY	2	2	2	2	8		
162205	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	1	1	1	1	4	1441-000	
162205	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	1	1	1	1	4		
162205	730136	EXTRA KLEEN FOOD	231 HAWLEY AVE	SYRACUSE	NY	2	2	2	2	8		
162205	750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	1	1	1	1	4		
162205	760323	CENTRAL VARIETY	302 S SALINA ST	SYRACUSE	NY	4	4	4	4	16		
162205	762878	C F M #33-063-F	106 E MOLLOY RD	MATTYDALE	NY	2	2	2	2	8		
162205	779449	SAFEWAY MKT 2	1101 S GEDDES ST	SYRACUSE	NY	1	1	1	1	4		
162206	173044	COLLAMER STOP & SHOP	6542 COLLAMER RD	EAST SYRACUSE	NY	1	1	1	1	4		967521
162206	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAYETTEVILLE	NY	2	2	2	2	8		
162605	269479	OVID BIG M #878	PO BOX 310	OVID	NY	2	2	2	2	8	0958-000	
162605	269585	JOHNS GROCERY	41 AURORA ST	MORAVIA	NY	1	1	1	1	4		976142
162605	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTORY	NY	1	1	1	1	4	1441-000	
162605	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	1	1	1	1	4	1441-000	

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Source: https://www.industrydocuments.ucsf.edu/docs/fhfn0000

\UER / SIS #026300

JULY: SALEM TEAR TAPE: PROMOTION #800438 (#807)

ERR	ACCT	NAME	ADDRESS	CITY	STATE	# CARTONS SALEM BRAND STYLES M85	M100	LT M85	LT M100	TOTALS	CHAIN-I	SUPPLIER #
162605	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	2	2	2	2	8	1441-000	
162605	578794	DOLLAR&MORE STORE	2 W MAIN ST	SODUS	NY	3	3	3	3	12	1149-000	
162605	917648	PIT STOP #5	RT 414, MAIN STREET	NORTH ROSE	NY	1	1	1	1	4	1441-000	
162605	917660	PIT STOP #3	6463 BAY ST	SODUS POINT	NY	1	1	1	1	4	1441-000	
				46 ACCOUNTS		64	64	64	64	256		

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Source: https://www.industrydocuments.ucsf.edu/docs/fbfn0000

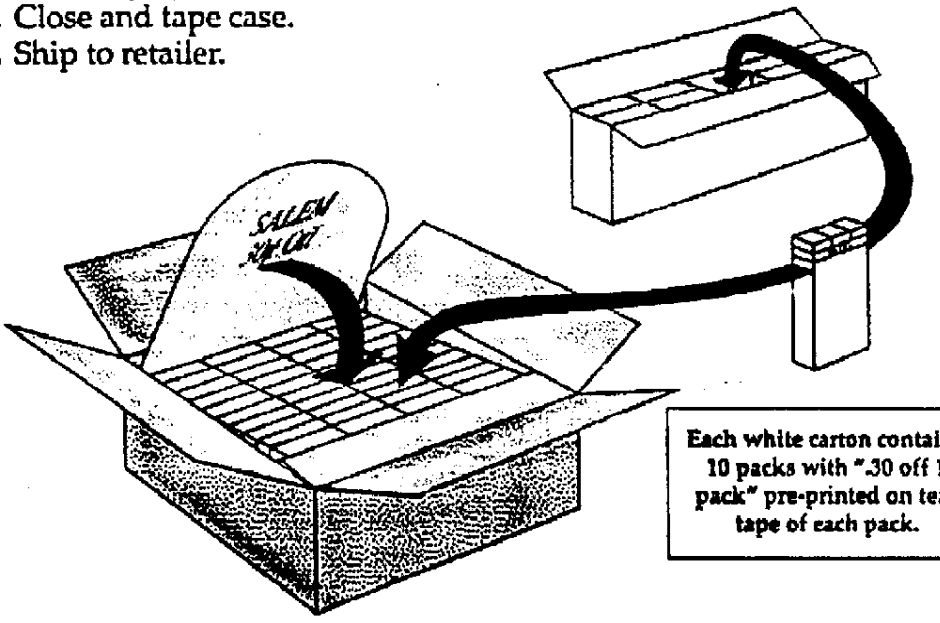
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE | **3RD QTR.'98**

July SALEM 30¢ OFF 1 Pack Tear Tape

STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Each white carton contains 10 packs with ".30 off 1 pack" pre-printed on tear tape of each pack.

Item: # 541964

MSA Promotion Reporting Description: SAL 98 .30/1 PK

Brand Style						
Number of Cartons						

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Source: https://www.industrydocuments.ucsf.edu/docs/fhfn0000

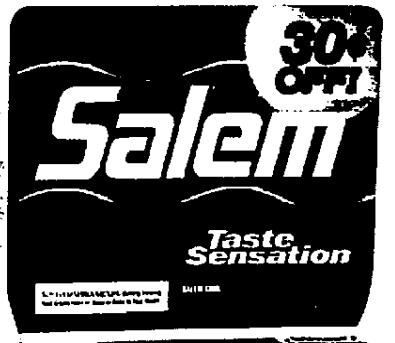
Salem '98

30¢ Off Pack Promotion

NOW OFF-INVOICE

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY



item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated

item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

NEW FOR '98!

item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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Source: https://www.industrydocuments.ucsf.edu/docs/fbfn0000

RJR TOBACCO

To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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